

IN THE SPECIFICATION:

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strikethrough~~.

Please REPLACE paragraphs [0006]-[0010] with following paragraphs:

[0006] In the prior art, however, in the case where the information distributor such as the broadcasting station, etc., distributes the information attached with no advertisement but with the charge, even when the user wishes to see the information with free of charge, even if the advertisement is attached to it, this advertisement, the user is unable to receive the information thereof free of charge and to record the information.

[0007] Further, the information distributor such as the broadcasting station, etc., has hitherto distributed ~~the~~ an information free of charge by attaching the advertisement to the information, however, there recently increases a case in which the information distributor such as the broadcasting station, etc., distributes ~~a content of the distribution~~ an information with a charge by not attaching the advertisement to it.

[0008] Moreover, in the case of adding attaching the advertisement information to the information to be distributed, only the information distributor such as the broadcasting station, etc., can select contents of the advertisements to be distributed. As a result, the majority of people users watch the same advertisements and are imposed to watch unnecessary advertisements, wherein the advertisements which are distributed to each user can not be differentiated minutely according to age groups, their favorites, etc..

[0009] Further, generally, the information distributor such as the broadcasting station, etc., adopts any one of the case of distributing one piece of information as the free-of-charge information with the advertisement information, and the case of distributing the information as ~~chargeable~~ paid-for information with no advertisement information. The information distributor does not take such a changeover that the information with the advertisement information which is distributed as a free-of-charge information is changed to the information with no advertisement information which is distributed as a paid-for information ~~the free-of-charge information with the~~

~~advertisement information is distributed as chargeable information with no advertisement information.~~

[0010] As a result, there are the users who want to record the information distributed free of charge even with the advertisement attached information, and users who do not care for being charged but want to get the advertisement information removed, and nevertheless the information distributor such as the broadcasting station, etc., does not provide intricate services of performing both types of information distributions in order to meet those demands, and of changing the type such as changing a paid-for information distribution to a free-of-charge information distribution~~distribution of the chargeable information into the distribution of the free-of-charge information~~. Hence, there was a case of being unable to meet the desires of the users as to distributing information.

Please REPLACE paragraph [0033] with following paragraph:

[0033] In the invention, an advertisement insertion server of a picture/sound recording instruction service provider such as the advertisement agent, etc., transmits to the advertisement insertion terminal of the user (1) the advertisement information provided by the picture/sound recording instruction service provider such as the advertisement agent, etc., wherein the advertisement information containing multimedia information such as an advertisement moving picture, an advertisement still picture, an advertisement voice, advertisement characters and an advertisement link or an arbitrary combinations thereof and (2) the picture/sound recording instruction information indicating the advertisement information being inserted into the information to the advertisement insertion terminal of the user to be distributed. The advertisement information is associated with the picture/sound recording instruction information in a fixed case.